



PATENT  
Customer No. 22,852  
Attorney Docket No. 8011-3006-00



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
)  
John B. FERBER et al. ) Group Art Unit: 2131  
)  
Application No.: 09/610,197 ) Examiner: Christian A. LAFORGIA  
)  
Filed: July 1, 2000 ) Confirmation No.: 6838  
)  
For: OPTIMAL INTERNET AD )  
PLACEMENT )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

In reply to the Final Office Action mailed on July 27, 2006, Applicants file herewith a Request for Continued Examination pursuant to 37 C.F.R. § 1.114 and a Petition for Three Months' Extension of Time, extending the due date for responding to the Final Office Action until January 29, 2007 (January 27, 2007 being a Saturday). Accordingly, please amend this application as follows:

**Amendments to the Claims** are reflected in the listing of claims in this paper.

**Remarks** follow the amendments section of this paper.